

REP HEADLINE# 6271842 TRF# 488949
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES *

AUG13/12 11.2
** WFSB-TV ***

ADV #	ADV. NAME	POLI/L FOLEY/R/CON/CT	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	STRATEGIC MEDIA PLACEMENT	BUYER NAME	WHITNEY EVERSOLE	
		7669 STAGERS LOOP	SALES PRSN	WA- HEATHER UTTLEY (H)	
		DELAWARE, OH 43015			

ORDER #	CONTRACT # 6271842	CLASS: NATL.	LOCAL
PRDCT	LISA FOLEY US HOUSE	EST#2597	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	AUG11/12	AUG14/12	WK-1
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			AUG13/12 11.28

REP: REVISED ORDER
ZEROED LNS 9 & 10
ADDED LN 18
TTL SAME
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LISA WILSON FOLEY FOR US HOUSE CTD5, 30 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 2597												
9	S		1030A-1130A	30		\$350.00	8/12	8/12	0		SUN	0
PROGRAM : FACE NATION												
CON COM1: FACE NATION												
10	S		1100A-1200N	30		\$500.00	8/13	8/13	0		MON	0
PROGRAM : PRICE IS RIGHT												
CON COM1: PRICE IS RIGHT												

REP HEADLINE# 6271842 TRF# 488949 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG13/12 11.2
 *** CHANGES *** ** WFSB-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
18	A		1200N-1230P	30		\$850.00	8/14	8/14	1	FNP	TUE	1
PROGRAM : NOON NEWS												
CON COM1: NOONNEWS												
AUG/12	15550.00					CONTRACT TOTAL			15550.00			
									TOTAL SPOTS			
									22			

MARKET TOTALS \$42,027 WFSB 37% WTNH 34% WVIT 22% WTIC 7% WCTX 0% WCCT 0% WHPX 0%
 SHARES ACCURATE CABL 0%
 SVC- NSI BOOKS- MAY/12
 DEMOS- RA50+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 489160 /		Alt Order # 8161091A-BBCA-4BC7-8C
Product Sept 10rd - 23rd 3Q 2012		
Contract Dates 09/10/12 - 09/23/12		Estimate #
Advertiser OptiCare		Original Date / Revision 08/13/12 / 08/13/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Linda Wemmell	Sales Office Local - DFSB
Special Handling		
Demographic Adults 35-54		
		Total Ratings 89.40
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

OptiCare
Attention: Jason Van Stone
87 Grandview Avenue, Suite B - AP Dept.
Waterbury, CT 06708
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFSB	09/10/12	09/23/12	5-6A Eyewitness News Morn	5AM - 6AM		:15/:15				BK	6	\$2,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$370.00	3.97			
	Week:	09/17/12	09/23/12	MTWTF--				3	\$370.00	3.97			
N 2	WFSB	09/10/12	09/23/12	Eyewitness News	6am - 7am		:15/:15				BK	6	\$3,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$520.00	5.13			
	Week:	09/17/12	09/23/12	MTWTF--				3	\$520.00	5.13			
N 3	WFSB	09/10/12	09/23/12	6-9A Eyewitness News SAT	6am-9am		:15/:15				BK	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S-				1	\$230.00	2.66			
	Week:	09/17/12	09/23/12	-----S-				1	\$230.00	2.66			
N 4	WFSB	09/10/12	09/23/12	6-9A Eyewitness News SUN	6am-9am		:15/:15				BK	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$230.00	3.22			
	Week:	09/17/12	09/23/12	-----S				1	\$230.00	3.22			
N 5	WFSB	09/10/12	09/23/12	5-6PM Eyewitness News	5pm - 6pm		:15/:15				BK	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$750.00	3.84			
	Week:	09/17/12	09/23/12	MTWTF--				3	\$750.00	3.84			
Totals										89.40		22	\$10,760.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/23/12	22	\$10,760.00	\$9,146.00
Totals	22	\$10,760.00	\$9,146.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

CONTRACT



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision 488949 /		Alt Order # 06271842
Product LISA FOLEY US HOUSE		
Contract Dates 08/12/12 - 08/14/12		Estimate # 2597
Advertiser Lisa Wilson Foley		Original Date / Revision 08/13/12 / 08/13/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	08/13/12	08/14/12	Eyewitness News	5am - 5:30am		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$450.00			
2	WFSB	08/13/12	08/14/12	Eyewitness News	5:30a - 6am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$600.00			
3	WFSB	08/13/12	08/13/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$900.00			
4	WFSB	08/13/12	08/13/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$900.00			
5	WFSB	08/13/12	08/13/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$200.00			
6	WFSB	08/12/12	08/12/12	Eyewitness News Weekend	6am - 7am		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$125.00			
7	WFSB	08/12/12	08/12/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$450.00			
8	WFSB	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$800.00			
N 9	WFSB	08/12/12	08/12/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/06/12-08/12/12	Face the Nation/ Face the St	10:30am - 11:30am	-----Su	:30		\$350.00	NM		
			See MG 9.2									
	2	WFSB	08/14/12-08/14/12	Eyewitness News	12pm - 12:30PM	-Tu-----	:30		\$850.00	NM		
			Ⓜ MG for 10.1,9.1									

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
488949 /	06271842

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/12/12 - 08/14/12	LISA FOLEY US HOUSE	2597

<u>Advertiser</u>	<u>Original Date / Revision</u>
Lisa Wilson Foley	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WFSB	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	08/13/12-08/19/12	11a-12p Price is Right	11am - 12pm	M-----	:30		\$500.00	NM		
			See MG 9.2									
11	WFSB	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$600.00			
12	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
13	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
14	WFSB	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$2,100.00			
15	WFSB	08/12/12	08/12/12	Su Late News	11PM - 1135PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$1,200.00			
16	WFSB	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,200.00			
17	WFSB	08/12/12	08/12/12	PGA Championship	11-8p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----4				4	\$250.00			
Totals											22	\$15,550.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	22	\$15,550.00	\$13,217.50
Totals	22	\$15,550.00	\$13,217.50

Signature: _____ Date: _____

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